E-mailed 2 Mar 7/11

New York Metro Region Promotion Assessment Report

June Promotion : DORAL B1G1F

RF
amjm

Direct Account Level Issues

Packing: Great, Easy

Billing: No Problems

Excecutional Time Frames: OK

Reporting Issues: None

VAP Payments: OK

Retail Level Issues:

POS / PDI Impact: The pos was much more impactful this time around!

Packaging / Sleeve Impact: The colors on the sleeves are much brighter this time and the tabs on top of each sku was a great idea, however the tabs should stand up better (in most cases they flopped down behind the sleeve therefore losing the "Buy 1 Get 1 Free" impact.

Consumer Reaction: VERY Positive

Retail Sell Through: Quick sell through. This promotion could have used additional allocation

Retailer Issues: None

Additional Comments:

51851 8676

Source: https://www.industrydocuments.ucsf.edu/docs/knyn0000

New York Metro Region Promotion Assessment Report

June *Promotion : DORAL CTS B4G1F*

Direct Account Level Issues

Packing: We did not work this program in the New York Metro Region

Billing:

Excecutional Time Frames:

Reporting Issues:

VAP Payments:

Retail Level Issues:

POS / PDI Impact:

Packaging / Sleeve Impact:

Consumer Reaction:

Retail Sell Through:

Retailer Issues:

Additional Comments:

51851 8677

Source: https://www.industrydocuments.ucsf.edu/docs/knyn0000